

LISTING OF THE CLAIMS

1. (Currently amended) A method ~~[[of]]~~ for predicting the behavior of a current user of an interactive television service, ~~the method comprising the steps of:~~

~~identifying, by a set top box, each activity in which~~ activities of the current user engaging with the interactive television service participates while engaged with the interactive television service, and conditions surrounding each of the identified activities, including amount of time the current user participated in each of the identified activities ~~such activity;~~

~~accessing, by a set top box, a first collection of data~~ comprising data associated with: that reflects

(i) cumulative activities in which other users have participated,

(ii) conditions surrounding ~~such other users'~~ the cumulative activities of the other users, including amount of time that each other user participated in each respective activity, and

(iii) patterns of behavior exhibited by ~~[[such]]~~ the other users ~~through their participation in such~~ in the cumulative activities, wherein the cumulative activities include ~~including~~ viewing interactive television programming;

~~comparing, by a set top box, (i) the current user's identified activities and surrounding conditions~~ of the current user with and (ii) the other users' cumulative activities and surrounding conditions of the other users ~~[[,]]~~ to identify similarities therebetween; and

~~attributing by a set top box, to the current user a pattern of future behavior,~~ based on the identified ~~[[such]]~~ similarities and on the ~~other users'~~ patterns of behavior of the other users.

2. (Currently amended) The method of Claim 1, wherein the identifying step further comprises identifying personal attributes of the current user;

the first collection of data further comprises data associated with personal attributes of the other users; and

the comparing step further comprises comparing the personal attributes of the current user with the personal attributes of the other users to identify the similarities ~~the step of identifying the conditions surrounding each of the current user's activities includes determining the amount of time that the current user participates in each activity.~~

3. (Cancelled)

4. (Cancelled)

5. (Currently amended) The method of Claim 1, wherein the first collection of data is based on ~~the other users'~~ activities the other users participated while engaged with the interactive television service.

6. (Original) The method of Claim 1, wherein the other users are unrelated individual persons.

7. (Original) The method of Claim 1, wherein the other users are members of a group and the current user is identifiable as a potential member of that group.

8. (Cancelled)

9. (Original) The method of Claim 1, further comprising the step of:
periodically updating the first collection of data to reflect the other users' ongoing participation in additional activities.

10. (Previously presented) The method of Claim 9, wherein the step of periodically updating occurs in real time, during the current user's engagement with the interactive television service.

11. (Currently amended) The method of Claim 1, further comprising ~~the step of:~~

accessing a second collection of data comprising data associated with: that reflects

(i) a plurality of activities ~~that are~~ available via the interactive television service and

(ii) information about each ~~activity within such~~ of the plurality of available activities ~~that distinguishes it~~ distinguishing the activity from the other activities ~~within such~~ others of the plurality of the available activities.[[; and]]

wherein the step of attributing includes selecting, from the plurality of available activities and based on the second collection of data, one or more activities, ~~from the plurality of available activities,~~ in which the current user is most likely to participate during the engagement with the interactive television service.

12. (currently amended) The method of Claim 1, wherein:
the interactive television service is accessed through the Internet,
the activities of the current user ~~user's activities~~ and the cumulative other users'
activities of the other users include visits to Internet web sites, and
the first collection of data ~~includes~~ further comprises data associated with:
reflecting

- (i) ~~[[the]]~~ an identity of each other user,
- (ii) ~~[[the]]~~ types of Internet web sites that each other user has visited,
- (iii) ~~[[the]]~~ content of each type of Internet web site visited by each other user, and
- (iv) ~~[[the]]~~ amount of time spent at each type of Internet web site by each other user.

13. (Cancelled)

14. (Original) The method of Claim 12, further comprising the step of:
periodically updating the first collection of data to reflect the other users' visits to additional Internet web sites.

15. (Currently amended) The method of Claim 14, wherein the step of periodically updating occurs in real time, during the current user's engagement with the interactive television service.

16. (Currently amended) The method of Claim 12, further comprising ~~the step of:~~ accessing a second collection of data comprising data associated with: ~~that~~ reflects

(i) a plurality of types of Internet web sites ~~that are~~ available for the current user to visit and

(ii) information about each ~~type of web site within such~~ of the plurality of types of Internet web sites distinguishing that distinguishes it the type from the other types of web sites within such others of the plurality of types of Internet web sites,[[; and]]

wherein the step of attributing includes selecting, from the plurality of Internet web sites, one or more types of Internet web sites, ~~from the plurality of types of Internet web sites,~~ which the current user is most likely to visit during the engagement with the interactive television service.

17. (Currently amended) A method ~~[[of]]~~ for predicting the behavior of a user of an interactive television service, during a particular period of engagement with the interactive television service, the method comprising:

identifying, by a set top box, activities in which the user participates during the period of engagement ~~[[,]]~~ and conditions surrounding each of the identified activities of the user, including amount of time the current user participated in each of the identified activities ~~such activity, the activities including viewing interactive television programming;~~

identifying, by a set top box, ~~[[the]]~~ activities of multiple other contemporaneous users of the interactive television service during the ~~[[same]]~~ period of engagement ~~[[,]]~~ and conditions surrounding the identified ~~[[such]]~~ activities of the other contemporaneous users, including amount of time that each other user participated in

each respective activity, wherein the activities of the other contemporaneous users include viewing interactive television programming;

maintaining, by a set top box, a first collection of data comprising that includes data reflecting both associated with the user's and the other contemporaneous users' cumulative activities and surrounding conditions of the user and the other contemporaneous users identified during the period of engagement, and conditions surrounding such cumulative activities;

determining, based on the by a set top box, from such first collection of data, patterns of behavior exhibited by such user's- the user and the other contemporaneous users users' participation in activities during the period of engagement;

incorporating, by a set top box, into the first collection of data, data associated with the reflecting such determined patterns of behavior;

comparing, by a set top box, (i) the user's present activities and surrounding conditions of the user and (ii) the cumulative activities and surrounding conditions of as reflected in such first collection of data [[,]] to identify similarities therebetween;

attributing, by a set top box, to the user a pattern of future behavior based on the determined such similarities and on the previously determined patterns of behavior.

18. (Currently amended) The method of Claim 17, further comprising ~~the step of:~~
continually updating the first collection of data [[,]] to reflect participation of the user and the other contemporaneous users (i) the user's and the other contemporaneous users' participation in additional activities and (ii) the determination of new patterns of behavior determined based on [[such]] the participation of the user and the other contemporaneous users in additional activities, [[; and]]

wherein the steps of comparing and attributing are performed, at any given point in time, in conjunction with using the updated first collection of data.

19. (Currently amended) The method of Claim 18, further comprising ~~the step of:~~
accessing a second collection of data comprising data associated with: that reflects

(i) a plurality of activities that are available via the interactive television service and

(ii) information about each ~~activity within such~~ of the plurality of available activities ~~that distinguishes it~~ distinguishing the activity from others of the other ~~activities within such~~ plurality of available activities, ~~[[; and]]~~

wherein the step of attributing further comprises ~~includes~~ selecting one or more ~~of activities, from~~ the plurality of available activities~~[[,]]~~ in which the user is most likely to participate during the period of engagement with the interactive television service.

20. (Currently amended) The method of Claim 18, wherein:
the interactive television service is accessed through the Internet,
the user ~~user's~~ and other contemporaneous users ~~users'~~ activities include visits to Internet web sites, and

the first collection of data includes data associated with ~~reflecting~~

(i) ~~[[the]]~~ types of Internet web sites that the user and the other contemporaneous users have visited,

(ii) ~~[[the]]~~ content of each type of Internet web site visited, and

(iii) ~~[[the]]~~ amount of time spent at each type of Internet web site visited.

21. (currently amended) The method of Claim 20, further comprising ~~the step of:~~
accessing a second collection of data comprising data associated with: ~~that~~
~~reflects~~

(i) a plurality of types of Internet web sites ~~that are~~ available for the user to visit and

(ii) information about each ~~[[type]]~~ of the plurality of types ~~web site within~~ ~~such plurality that distinguishes it~~ distinguishing the type from others of the plurality of ~~[[other]]~~ types, ~~of web sites within such plurality~~ ~~[[; and]]~~

wherein the step of attributing further comprises ~~includes~~ selecting one or more ~~types of web sites, from~~ of the plurality of types of web sites, which the current user is most likely to visit during the engagement with the interactive television service.

22. (Currently amended) A method ~~[[of]]~~ for delivering targeted informational content to a current user of an interactive television service, comprising:

~~identifying, by a set top box, each activity in which~~ activities of the current user engaging with the interactive television service participates while engaged with the interactive television service, and conditions surrounding each of the identified activities, including amount of time the current user participated in each of the identified activities such activity;

~~accessing, by a set top box,~~ a first collection of data comprising data associated with: that reflects

(i) cumulative activities in which other users have participated,

(ii) conditions surrounding ~~such other users'~~ the cumulative activities of the other users, including amount of time that each other user participated in each respective activity, and

(iii) preferences exhibited by ~~[[such]]~~ the other users ~~through their participation in such in the~~ cumulative activities, wherein the cumulative activities include including-viewing interactive television programming;

~~comparing, by a set top box,~~ (i) the ~~current user's~~ identified activities and surrounding conditions of the current user with and (ii) the ~~other users'~~ cumulative activities and surrounding conditions of the other users ~~[[,]]~~ to identify similarities therebetween; and

~~attributing, by a set top box,~~ to the current user a preference profile based on ~~such~~ the determined similarities and on the other users' preferences; and

~~generating, by a set top box,~~ an ordered list of informational content to be selectively delivered to the current user based on the preference profile.

23. (Currently amended) The method of Claim 22, wherein:

the identifying step further comprises identifying personal attributes of the current user;

the first collection of data further comprises data associated with personal attributes of the other users; and

the comparing step further comprises comparing the personal attributes of the current user with the personal attributes of the other users to identify the similarities ~~the step of identifying the conditions surrounding each of the current user's activities includes determining the amount of time that the current user participates in each activity.~~

24. (Cancelled)

25. (Cancelled)

26. (Currently amended) The method of Claim 22, wherein the first collection of data is based on ~~the other users'~~ activities the other users participated while engaged with the interactive television service.

27. (Original) The method of Claim 22, wherein the other users are unrelated individual persons.

28. (Original) The method of Claim 22, wherein the other users are members of a group and the current user is identifiable as a potential member of that group.

29. (Cancelled)

30. (Original) The method of Claim 22, further comprising the step of:
periodically updating the first collection of data to reflect the other users' ongoing participation in additional activities.

31. (Previously presented) The method of Claim 30, wherein the step of periodically updating occurs in real time, during the current user's engagement with the interactive television service.

32. (Currently amended) The method of Claim 22, further comprising ~~the step of:~~

accessing a second collection of data comprising data associated with: ~~that~~
~~reflects~~

(i) a plurality of activities that are available via the interactive television service and

(ii) information about each ~~activity within such~~ of the plurality of available activities ~~that distinguishes it~~ distinguishing the activity from the ~~other activities within such~~ others of the plurality of the available activities,[[; and]]

wherein the step of attributing a preference profile is based in part on those activities, from the plurality of available activities, in which the current user is most likely to participate during the engagement with the interactive television service.

33. (Currently amended) The method of Claim 22, wherein:
the interactive television service is accessed through the Internet,
the activities of the current user ~~user's activities~~ and the cumulative ~~other users'~~
activities of the other users include visits to Internet web sites, and
the first collection of data includes further comprises data associated with:
~~reflecting~~

- (i) ~~[[the]]~~ an identity of each other user,
- (ii) ~~[[the]]~~ types of Internet web sites that each other user has visited,
- (iii) ~~[[the]]~~ content of each type of Internet web site visited by each other user, and
- (iv) ~~[[the]]~~ amount of time spent at each type of Internet web site by each other user.

34. (Cancelled)

35. (Currently amended) A computer-readable medium having stored thereon instructions for predicting the behavior of a current user of an interactive television service which, when executed by a processor, cause the processor to perform the steps of:

identifying, by a set top box, ~~each activity in which~~ activities of the current user engaging with the interactive television service ~~participates while engaged with the interactive television service,~~ and conditions surrounding each of the identified activities of the current user, including amount of time the current user participated in each of the identified activities ~~such activity;~~

~~accessing, by a set top box,~~ a first collection of data comprising data associated with: ~~that reflects~~

(i) cumulative activities in which other users have participated,

(ii) conditions surrounding ~~such other users'~~ the cumulative activities of the other users, including amount of time that each other user participated in each respective activity, and

(iii) patterns of behavior exhibited by ~~[[such]]~~ the other users through their participation in such ~~in the~~ cumulative activities, wherein the cumulative activities include ~~including~~ viewing interactive television programming;

~~comparing, by a set top box,~~ (i) the current user's identified activities and surrounding conditions of the current user with and (ii) the ~~other users'~~ cumulative activities and surrounding conditions of the other users ~~[[,]]~~ to identify similarities therebetween; and

~~attributing by a set top box,~~ to the current user a pattern of future behavior, based on the identified ~~[[such]]~~ similarities and on the ~~other users'~~ patterns of behavior of the other users.

36. (Currently amended) The computer-readable medium of Claim 35, wherein the identifying step further comprises identifying personal attributes of the current user;

the first collection of data further comprises data associated with personal attributes of the other users; and

the comparing step further comprises comparing the personal attributes of the current user with the personal attributes of the other users to identify the similarities ~~the instruction that causes the processor to perform the step of identifying the conditions~~

~~surrounding each of the current user's activities causes the processor to perform the step of determining the amount of time that the current user participates in each activity.~~

37. (Cancelled)

38. (Cancelled)

39. (Currently amended) The computer-readable medium of Claim 35, wherein the first collection of data is based on ~~the other users'~~ activities the other users participated while engaged with the interactive television service.

40. (Cancelled)

41. (Currently amended) The computer-readable medium of Claim ~~[[1]]~~ 35, having stored thereon further instructions which, when executed by the processor, cause the processor to perform the step of:

periodically updating the first collection of data to reflect the other users' ongoing participation in additional activities.

42. (Previously presented) The computer-readable medium of Claim 41, wherein the instructions that cause the processor to perform the step of periodically updating cause it to do so in real time, during the current user's engagement with the interactive television service.

43. (Currently amended) The computer-readable medium of Claim 35, having stored thereon further instructions which, when executed by the processor, cause the processor to perform the step of:

accessing a second collection of data comprising data associated with: that reflects

(i) a plurality of activities that are available via the interactive television service and

(ii) information about each ~~activity within such~~ of the plurality of available activities that distinguishes it distinguishing the activity from the other activities within such others of the plurality of the available activities,~~[[; and]]~~

wherein the step of attributing includes selecting, from the plurality of available activities and based on the second collection of data, one or more activities, ~~from the plurality of available activities~~, in which the current user is most likely to participate during the engagement with the interactive television service.

44. (Currently amended) The computer-readable medium of Claim 35, wherein: the interactive television service is accessed through the Internet, the activities of the current user ~~user's activities and the cumulative other users'~~ activities of the other users include visits to Internet web sites, and

the first collection of data ~~includes~~ further comprises data associated with: reflecting

- (i) ~~[[the]]~~ an identity of each other user,
- (ii) ~~[[the]]~~ types of Internet web sites that each other user has visited,
- (iii) ~~[[the]]~~ content of each type of Internet web site visited by each other user, and
- (iv) ~~[[the]]~~ amount of time spent at each type of Internet web site by each other user.

45. (Cancelled)

46. (Currently amended) Apparatus An apparatus for predicting the behavior of a current user of an interactive television service, comprising:

means for identifying ~~each activity in which~~ activities of the current user engaging with the interactive television service ~~participates while engaged with the interactive television service~~, and conditions surrounding each of the identified activities, including amount of time the current user participated in each of the identified activities ~~such activity;~~

means for accessing a first collection of data comprising data associated with:
~~that reflects~~

(i) cumulative activities in which other users have participated,

(ii) conditions surrounding ~~such other users'~~ the cumulative activities,
including amount of time that each other user participated in each respective
activity, and

(iii) patterns of behavior exhibited by ~~[[such]]~~ the other users ~~through their~~
~~participation in such~~ in the cumulative activities, wherein the cumulative activities
include ~~including~~ viewing interactive television programming;

means for comparing ~~[[i)]]~~ the ~~current user's~~ identified activities and surrounding
conditions of the current user with ~~and (ii) the other users'~~ cumulative activities and
surrounding conditions of the other users ~~[[,]]~~ to identify similarities therebetween; and

means for attributing to the current user a pattern of future behavior, based on
the identified ~~[[such]]~~ similarities and on the ~~other users'~~ patterns of behavior of the
other users~~[[:]]~~

~~a set top box including a content delivery service and a user monitor, the set top~~
~~box enabling communication between the current user and a head end, the user~~
~~monitor including the means for identifying, the means for accessing, the means for~~
~~comparing, and the means for attributing.~~

47. (Currently amended) The apparatus of Claim 46, wherein:

the means ~~[[of]]~~ for identifying the conditions surrounding each of the identified
~~current user's activities includes means for determining the amount of time that the~~
~~current user participates in each activity~~ further comprises means for identifying
personal attributes of the current user;

the first collection of data further comprises data associated with personal
attributes of the other users; and

means for comparing further comprises means for comparing the personal
attributes of the current user with the personal attributes of the other users to identify
the similarities.

48. (Cancelled)

49. (Cancelled)

50. (Currently amended) The apparatus of Claim 46, wherein the first collection of data is based on ~~the other users'~~ activities the other users participated while engaged with the interactive television service.

51. (Original) The apparatus of Claim 46, wherein the other users are unrelated individual persons.

52. (Original) The apparatus of Claim 46, wherein the other users are members of a group and the current user is identifiable as a potential member of that group.

53. (Cancelled)

54. (Original) The apparatus of Claim 46, further comprising:
means for periodically updating the first collection of data to reflect the other users' ongoing participation in additional activities.

55. (Previously presented) The apparatus of Claim 54, wherein the means for periodically updating operates in real time, during the current user's engagement with the interactive television service.

56. (Currently amended) The apparatus of Claim 46, further comprising:
means for accessing a second collection of data comprising data associated
with: that reflects

(i) a plurality of activities that are available via the interactive television service and

(ii) information about each ~~activity within such~~ of the plurality of available activities that distinguishes it distinguishing the activity from the other activities within such others of the plurality of the available activities.[[; and]]

wherein the means for attributing includes means for selecting, from the plurality of available activities and based on the second collection of data, one or more activities, ~~from the plurality of available activities,~~ in which the current user is most likely to participate during the engagement with the interactive television service.

57. (Currently amended) The apparatus of Claim 46, wherein:
the interactive television service is accessed through the Internet,
the activities of the current user ~~user's activities and the cumulative other users'~~
activities of the other users include visits to Internet web sites, and
the first collection of data ~~includes~~ further comprises data associated with:
reflecting

- (i) ~~[[the]]~~ an identity of each other user,
- (ii) ~~[[the]]~~ types of Internet web sites that each other user has visited,
- (iii) ~~[[the]]~~ content of each type of Internet web site visited by each other user, and
- (iv) ~~[[the]]~~ amount of time spent at each type of Internet web site by each other user.

58. (Cancelled)